

# SOPHIE LIZARD

## FREELANCE WRITER, EDITOR, MARKETER

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### PROFILE

**Writing:** Professional writer of non-fiction. Specialist in copywriting, blogging and business writing. Ghostwriter of thought leading articles and popular blog posts.

- Published on Probloger.net, Lifehack.org and FirepoleMarketing.com as well as countless client websites, newsletters, brochures, advertisements and marketing campaigns

**Editing:** Managing editor of blogs and online magazines. Developmental editor of books, articles and essays. Sub-editor of any written material in US or UK English.

- Experienced in project management, quality assurance and quality control, working with CMS

**Marketing:** Effective online and offline marketing strategist and creative director. Consultant on branding, marketing and advertising. Proficient graphic designer and web designer.

- Focused on user experience, conversion optimisation, and consumer psychology

### EXPERIENCE

Lizard Creative Chaos, Bracknell, UK 2009 to present

#### **Owner; Writer, Editor and Content Consultant**

Writing samples and testimonials available at [LizardCreativeChaos.com](http://LizardCreativeChaos.com)

- Insightful consultant and collaborator in the creative process
- Excellent communicator who establishes trust and poses precise questions to optimise results
- Effective networker in touch with thought leaders, best practice and breaking news
- Founder and editor-in-chief of BeAFreelanceBlogger.com

Recent freelance projects

- **Blogger and copywriter** for QuestBack UK 2014 to present
- **Editor** for Chris Brogan's *Owner Magazine* 2013 to 2014
- **Book editor and ghostwriter** for Danny Iny of Firepole Marketing 2013
- **Ghost blogger** for 360ict 2012 to present

### EDUCATION AND QUALIFICATIONS

**BSc (Hons) Open** – The Open University; graduating in 2015

**Certificate in Astronomy and Planetary Science** – The Open University

**Certificate in Natural Sciences** – The Open University

**BA Culture and Media** – The University of the West of England (UWE); partial credit

**A/AS Level:** English, Sociology, Film Studies, Archaeology